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## **“Body Bag” Texting TV Spots**

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### **“Mom”**

VIDEO: Inside a morgue. An attendant hears clicking buttons and unzips a body bag on the table. Inside is a woman texting.

ATTENDANT: You still texting?

MOM: Got to let daycare know that I’m running late — they charge if you’re running late...I’m not usually one of those people who texts and drives and I was almost done with my text when that car came out of nowhere...

ATTENDANT: You still veered into oncoming traffic...And that text message — it never got through.

VIDEO: Attendant takes phone away from mom, who instantly freezes as if dead. Attendant zips up bag.

VOICEOVER:

There’s a reason it’s illegal to text and access the web while driving.

GRAPHIC:

Don’t thumb it up, Minnesota.

## **“Teen”**

VIDEO: Inside a morgue. An attendant hears clicking buttons and unzips a body bag on the table. Inside is a teen texting.

ATTENDANT: You still texting?

TEEN: Is this a real morgue?

ATTENDANT: Yep.

TEEN: Shut up. Like with real dead people? Oooh, I gotta text Ashley.

ATTENDANT: Ashley identified you when you wrapped your car around that light pole. Because you were paying more attention to that phone than the road.

TEEN: Yeah, she liked me.

ATTENDANT: Not anymore.

VIDEO: Attendant takes phone away from teen, who instantly freezes as if dead. Attendant zips up bag.

VOICEOVER: There's a reason it's illegal to text and access the web while driving.

GRAPHIC: Don't thumb it up, Minnesota.

## Screwed Driver

VIDEO: Vodka and orange juice being pouring into glass.

GRAPHIC: Screw driver.

SFX: Car ignition.

SFX: Police sirens

VIDEO: As drink being poured, image in the drink reveals male in handcuffs..

GRAPHIC: Screw driver graphic changes to "Screwed driver."

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don't be what you drink.

VOICEOVER: Don't be what you drink.

## **O'Busted**

SFX: Green beer poured into mug.

VIDEO: Beer pouring into mug.

GRAPHIC: O'Beer.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Beer pouring into mug reveals male mug shot inside the beer.

GRAPHIC: "O'Beer" graphic changes to "O'Busted."

SFX: Camera flash.

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads on St. Patrick's Day.

SFX: Jail door slams shut.

GRAPHIC: Don't be what you drink.

VOICEOVER: Don't be what you drink.

## Slammer

VIDEO: Tequila and soda poured into shot glass

GRAPHIC: Tequila slammer.

VIDEO: Hand picks up and slams down the glass, causing it to fizz and pop.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Image revealed inside glass of person behind jail bars.

GRAPHIC: "Tequila slammer" changes to "In the slammer."

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don't be what you drink.

VOICEOVER: Don't be what you drink.

## Tapped Out

VIDEO: Beer poured into pint glass, as being poured it fizzes out/runs out of beer.

GRAPHIC: Beer tap.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Beer pouring into mug reveals male looking upset as dollar bills float around him.

GRAPHIC: "Beer tap" changes to "Tapped out."

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads and getting busted will cost you thousands.

SFX: Jail door slams shut.

GRAPHIC: Don't be what you drink.

VOICEOVER: Don't be what you drink.